

6

FIG. 15

(c) Naver search : flower delivery Microsoft Internet Explorer	net Explorer	
	₹	
•	スス	
• 🖨 http://search.naver.com/search.nav	B http://search.naver.com/search.naver?where=nexearch&j=0&query=%B2%C9%B9%E8%B4%DE	< ⋈
category		
shonning > gift, flower > flower delivery		
business > company > flower delivery		
shopping > gift, flower > overseas flower delivery	delivery	Flower
Plus registration 240	See more categories	\$
Plus registration		Live music
shopping > gift, flower > flower delivery		
Echoflowers Service	Echo flower [map] - quick flower delivery info. On goods / beautiful flower design Service / good service	
100-6666-9996-001	Seoul. kangnam gu	
	J,s flower - f.d. for birthday Service / free wine when buying 100 flowers	
Ø 080-205-5454	Seoul. ~	
D's flower	D,s flower - 24 hour service Recommended goods / flower basket Service / credit card can be taken	1774
Æ 080-566-2525	Seoul. ~	
business > company > flower delivery		
T's f.d.	T,s flower - have all kind of flower Company introduction / f.d service all over seoul Good / flower basket	
₾ 080-456-5004	Seoul ~	<u> </u>

FIG. 3

(# . (# .						
NAVER	公 Q Q					
NAVER					↑	
						<u>></u>
Keyword shop	Keyword banner	Ouestion guide	Sponsor link	ik Directory banner	v hanner	
		Keyword Josearch/select 88 a	Join & login as ad. applicant material	Ad. Appl	do Pay finished]
: Ask keyword ad.	Naver > ad.info > keyword > ad. search result	sult				<u> </u>
: keyword ad. area keyword hanner			input			
Ouestion guide Sponsor link Directory banner Keyword	adult adult goods ma	Adult goods asturbation sex goo	Search/buy ds			
Cont system						
aking ad. September 1 Septembe	What's premium keyword? It's Famous for high ad. Effect and has particular cost system Premium keyword: § icon, and can be varied every month is displayed with	nd has particular c ed every month	cost system			
adult adult	eom'				+ top	a:
banner location	keyword	Buying state	Contract period	Monthly Selling price (single question)	Multiple questions	
1	Q Adult goods bidding ①	now bidding	02-09-19 ~ 02-12-18	3,300(standard price)	dard price)	
Fremium keyword 2 8 A Keyword bidding	Q Adult goods	finished	02-11-29 ~ 02-12-18	\$ 2,860	\$ 3,432	
0	Q Adult goods	Can buy		\$ 2,640	\$3,168	
0	Q Adult goods	Can buy		\$ 2,420	\$2,904	
- P	o Adult goods	finished	02-12-15 ~ 03-01-05	\$ 2,200	\$2,640	
						⋖

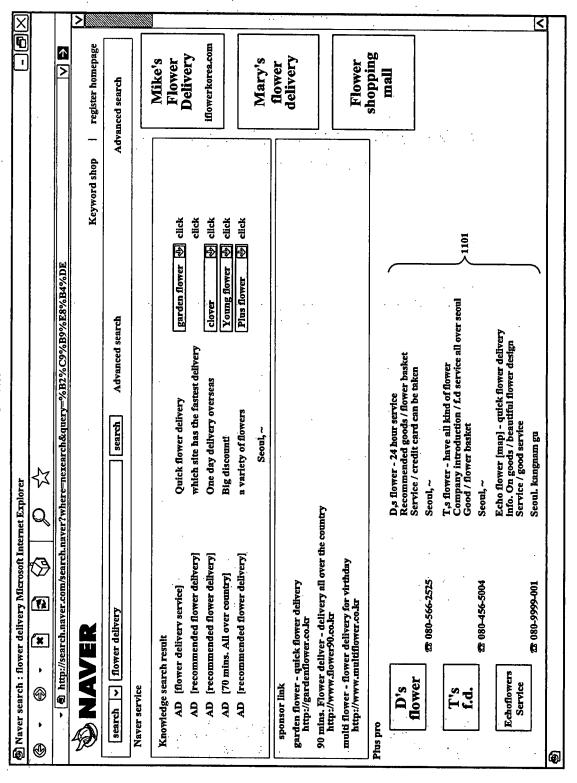
FIG. 4

A Naver search : flower delivery	er delivery Microsoft Internet Explorer	et Explorer				
•		₩ Q				
Naver(N) •						← △
Ø NAV	4					>
Keyword shop						
	Keyword Danner	anner Question guide	ande Sponsor unk	IIIK	Directory name	
: Ask keyword ad.	Naver > ad.info > k	Naver > ad.info > keyword shop > bidding				
· keyword ad. area	Before bidding				1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	
keyword banner Question guide Sponsor link Directory banner	Beginning bidding price fol To prevent a plurality of bit last 3 digits in the bidding Ex 123,000(X) 123,456(Q)	-Beginning bidding price follow cost system of common keyword. -To present a plurality of bidding prices with the same price, bidding prices in the unit of Won (in korean monetary unit). -last 3 digital in the bidding price cannot be '000'. Ex 1 123.000(X) 123.456(O)	on keyword. me price, bidding prices in	the unit of Won	(n korean monetary unit).	
: Cont system : Rule of making ad.	-A provider proposing a present, it is determined bidding arrive is for months.	-A provider proposing the highest bidding price is determined as a successful bidder. If a plurality of same bidding prices are present, it is determined based on a first-come first-cerved system.	etermined as a successful erved system. nt included	oldder. If a plural	ity of same bidding prices a	2
<u>banner</u> Question guide	Keyword: adult Ad	Ad. Goods : question guide No.1		Current time: 2002-12-12 19:21:43	12-12 19:21:43	
Sponsor link	Bid	Bid ding info.	Key	Keyword info.		٠.
: Criterion of registering ad	bidding #1	KS20021212036	#of view last month		37,897#	•
adult	finished	2002-12-13 20:00:00	Beginning bidding price		\$3,300	
: Ad. FAO/Ask	Time remaining	00 hour 38 min.				
Ouestion guide	# of person	1 person				
Premium keyword Keyword bidding	e-mail bidding	e-mail : od, @n et bidding price : _ 3,300 \$ (mond	et (monthly)			
: Mail for asking ad.	Process of bidding	tender () [pr	previous page ①			
: Manage keyword ad.	bid Succ	Confirm Input ad. pay	y Display ad.			
	Need help about premium keyword? Need help about process of bidding?		Info. On premium keyword © Info. On keyword bidding ©			
•		1	1			

FIG. 5

		4]	<u> </u>		!		1									1
ı		↑ ∧		Directory banner				4			Successful bidder	m**0**t*@n**c**p**0*	y**m**n@n**e**c**	y**m**n@n**e**c**					
				Direc		 		: : : : : : : : :			bidding price	\$ 22,345	\$ 1,718	\$ 13,500					
				Sponsor link							date of service start	2002-12-18	2002-12-17	2002-12-17	search	(On (O)		All rights Reserved.	
									nded.		rank	1	2			confirmation ©		Corp. /	
				Question guide		ad.info>keyword shop>keyword bidding board	72		; price is for monthly contract, and VAT is not included.		keyword good	question guide	question guide	keyword banner	Keyword ~	con		Copyright © NHN Corp. All rights Reserved.	
<u>,</u>	43 Q			Keyword banner		word shop> keyr	bout successful bid price board		monthly contrac	ccessful bid price notice board	keyword	adult goods	adult	cell phone	Key				
soft Internet Explore				Keywo		Naver> ad.info>key	About success		-bidding price is for	Successful bid	# of bidding.	KS20021212018	KS20021211010	KS20021211002					
S Keyword shop - Microsoft Internet Explorer		Naver(N) •	NAVE Keyword shop			: Ask keyword ad.		Sponsor ink	: Cont system	g ad.	Sponsor link Criterion of registering ad.	<u>common</u> adult	: Ad. FAO/Ask	<u>banner</u>	Sponsor link Premium keyword Keyword bidding	: Keyword bidding board	: Mail for asking ad.	: Manage keyword ad.	@

FIG. 11



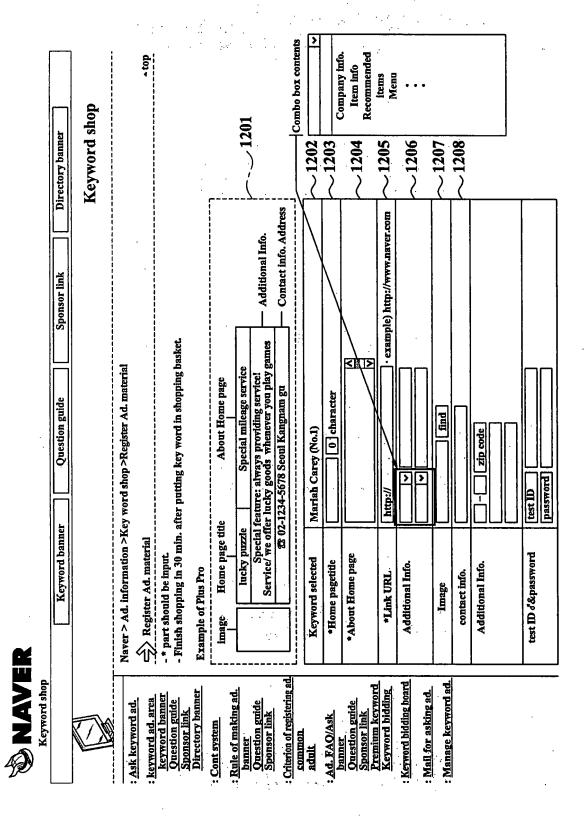


FIG. 13

	Directory banner	Keyword shop	dot∢	1301			iver Plus Pro.				v.	
	Keyword banner Question guide Sponsor link		Naver > Ad. Info. > Key word shop > Result of Ad, registration	- Finish shopping in 30 min. after putting key word in shopping basket.	Keyword selected Puzzle (No. 1)	lucky puzzle - Special mileage service Special feature : always providing service! Service : we offer lucky goods whenever you play games \$\mathbb{T}\$ 02-1234-5678 Seoul Kangnam Gu	- Home page title and contents of description can be modified by Ad. Administrator of Naver Plus Pro.	Registration (Correction (Corr	\ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \			
MAVER Keyword shop			: Ask keyword ad.		· Cont central	: Coll System : Rule of making ad. Danner Question guide Sponsor link	: Criterion of registering ad common.	: <u>Ad. FAO/Ask</u> <u>banner</u>	Ouestion guide. Sponsor link. Premium keyword Keyword bidding.	: Keyword bidding board	: Mail for asking ad.	